Taping into Resources

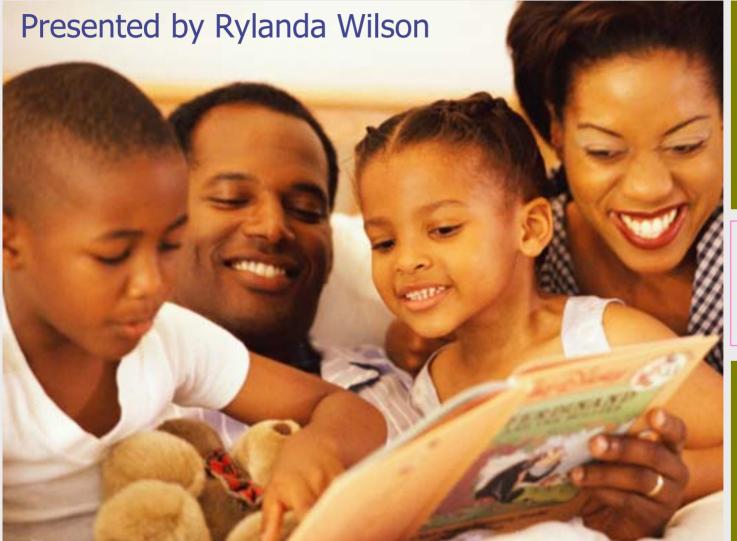Presented by Rylanda Wilson

Philadelphia
Housing Authority
Building Beyond Expectations

Recognize the Requirements

- HUD HOPE VI CSS Sustainability Requirement
- NN Sustainability Requirement
- Tax Credit CSS Sustainability Requirement

Prepare for the Requirements

- PHA Strategic Operating Plan Goals 1 through 9

Programs and Services = Goal 5

- Community Partner Programs
  - Neighborhood Networks
  - Foundation Strategy
  - Endowment Trust
- Organizations that specifically manage endowments
  - The Philadelphia Foundation
  - Banks
  - Credit Unions

Partnerships / Relationship Building

- **PHA's Goal 9**
  - Tied to Marketing Plan
  - Nothing beats favorable publicity
  - Illuminate your track Record
  - Specify your fiscal controls

Valuing Section 3 in a different way

- Section 3 as a Resource:
  - Scholarships
  - Internships
  - Jobs and Business Opportunities

Valuing Section 3 in a different way

- PHA Events that showcase achievements in the field of social services
  - Funders will be familiar with the hard side of public housing
  - Educate Funders about the soft side of service delivery and your capacity

MTW's Impact on Service Funding

- Our Motto is "We don't care who gets the money so long as our residents are served!"
- This means:
  - Helping our Providers develop their own sustainability strategy
  - Providing TA for grant application submissions using the electronic Grants.gov system
  - Share information about grant opportunities to Providers who are not "grant savvy"
  - Partnering with organizations that provide the services you need and offering to make referrals and provide demographic data so they can meet their quantitative and qualitative goals

MTW's Impact on Service Funding

- Submitting Joint applications
- Providing letters of support with the understanding that, once funded, services will be provided to a specific number of residents

Seek Resources

- Make it a daily habit to look for possibilities
- Network with others looking for funds
- Subscribe to the NN Monthly Conference Calls re: fund raising, program planning, monitoring and evaluation
- Develop a tracking tool based on your Partners and Services Matrix as a starting point

Do Your Homework

- Learn how to value In-Kind Services
- A good tool is the DOL National Occupational Employment and Wage Estimates at http://www.bls.gov/oes/currrent/oes_nat.htm Know your population and how it is distributed
- Identify a niche population to fit Funders' requirements

Develop an "Opportunities Matrix"

- For example:
  - Name of Funder
  - Contact Information
  - Mission
  - Opportunities for Collaboration
  - Obstacles to Collaboration
  - Recommendations

Develop an Analysis Tool

- To include:
  - Name of Program
  - Funding Source
  - Publication Date of Application/ NOFA / RFP / Bid Package
  - Response Due Date
  - Assigned Team

  - Amount Available
  - Description
  - Requirements
  - Eligible Applicants
  - Eligible Participants
  - Prohibition
  - Recommendation
  - Basis for Award

Get Educated about Fund Raising

- Join the Foundation Center Through the Free Library System at:
  - http://know.freelibrary.org/?q=foundation+funding&searchType=simple&site=default_collection&client=default_frontend&proxystylesheet=default_frontend&output=xml_no_dtd&submit.x=17&submit.y=4
- Take a Course in Proposal Writing
- Get "Show Me The Money: Helping People Help their Communities" by contacting Denise S Schlegel and Associates at dsschlegel@epix.net

Get Educated about Fund Raising

- Foundations have changed their giving habits:
  - Keep up to date!
- Foundations want to see that others are giving in addition to their contribution

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